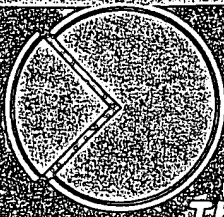


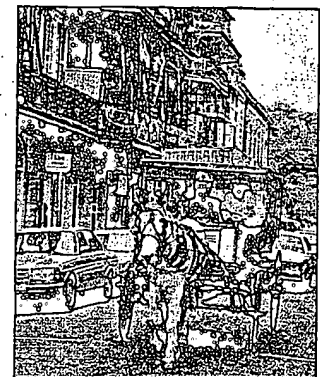
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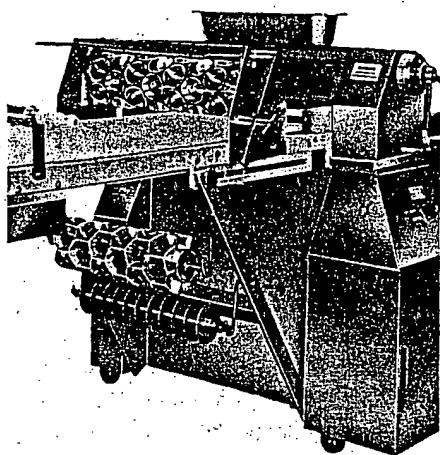


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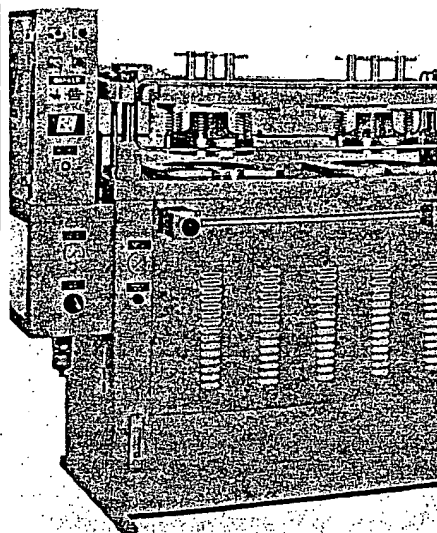
NEW ORLEANS
JANUARY 15-18,
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The Moline Company

Model 550C Reversible sheeter is announced by The Moline Company. The unit produces sheets, danish, puff pastry, yeast raised donuts, sweet doughs, cookie dough, pizza doughs, and will mould bread. The sheeter is constructed of stainless steel, features rotary cutting, and is simple to operate.

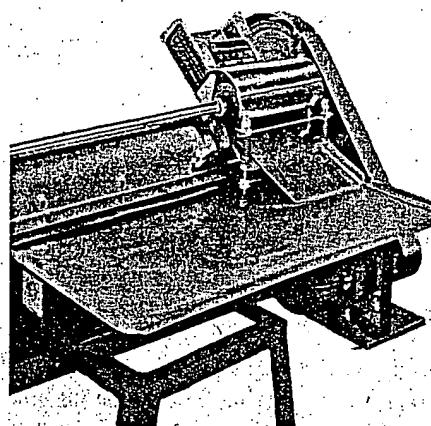
Reader Service No. 359



Pizza Systems Inc.

Pizza Systems, Inc. offers a pizza crust forming press that fits large production needs. The PSI-200 is simple to operate and features a hydraulic pumping unit, and an operation speed of 10-15 strokes per minute. The press produces 2400 12" crusts per hour.

Reader Service No. 360



Pizza Crust Roller

Oliver Products Company introduces the Oliver/Colborne Pizza/Pie Dough Roller. The roller operates at speeds of 171 feet per minute. Features include three roller sizes, 14", 17", and 21"; stainless steel scrapers with replaceable plastic tips; stainless steel guards and discharge tables; and heavy-duty corrosion-resistant aluminum alloy frame. Scrapers and discharge plates remove for easy cleaning.

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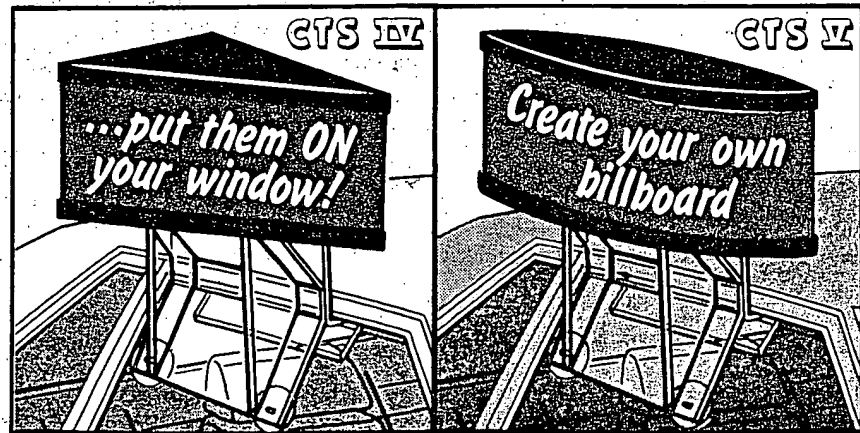
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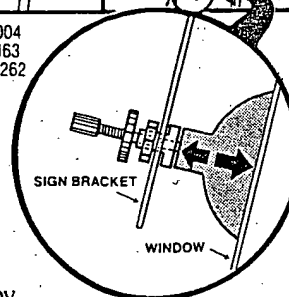
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rant, close to the University of Nevada at Las Vegas. Since Carlisle's music appeals to many in that age/education group, the fit was a good one.

Your restaurant's ambiance is another important factor to consider when judging the appropriateness of a particular personality. The location must be comfortable for the artist, and should be somewhat consistent with the individual's image. For instance, you might not want to bring punk rocker Billy Idol into a Yuppie-frequented, trendy fern bar—unless you're crazy about his sneer.

Still another factor to consider is the relative popularity of the artist you bring to your restaurant. You're probably not going to get a superstar like Madonna or Michael Jackson, but if you did, your restaurant would have to be stadium-sized to handle the crowd. On the other hand, you probably don't

want an artist whose reputation is undeveloped. For an event of this kind, your star must be popular enough that a private dinner with her or him would be considered a special honor. Carlisle, for example, is a former member of the popular musical group, the Go-Go's, an artist who has also done well in a solo career.

Metro wants to do more of this type promotion with the radio station. But to retain the impact, Arena says, he'll limit the frequency with which he holds similar events. KLUC's more standard radio promos, he says, provide plenty of exposure for Metro, at very little cost.


For instance, Metro's involvement in KLUC's "Weekend Party Patrol" is attracting a lot of attention in the city. Saturday night partiers are encouraged to report their location to KLUC; the station then sends a van out to

three or four of the parties, offering the guests free records and free Metro Pizza, as well as a personal pizza-spinning lesson by Pizzaaahlympics spinning champ (and Metro employee) Dolphis Boucher. Spontaneous promotions like these can be had for a song. All Metro Pizza provides is the pizza and Boucher.


Metro is fortunate to have a pizza personality right on the premises. If you lack an in-house spinner, you can still use the star-quality of popular-culture figures to jazz up your reputation around town. All it takes is an airwave connection, a little planning, and the stamina to handle a crowd of happy, hungry fans. ➤

Richard L. Cohen, a self-acclaimed pizzaholic living in Marin County, California, is a regular contributor to Pizza Today.

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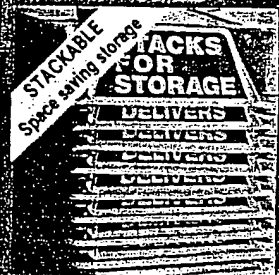


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